
What is a digital footprint?



Your Digital Footprint

What is it?

All the information online either posted by you or by those with access to your social media sites. It's what people learn about you on the internet based on What you search, where you search, what you post and what others post about you or in response to you.

(you, your friends, your frenemies...)

Do You Get Around?

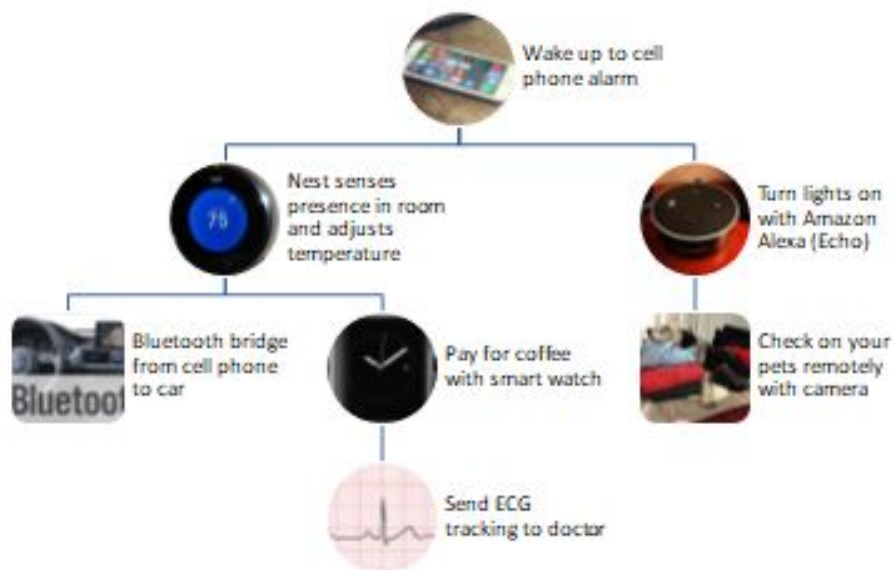
The larger your digital footprint,
the more information there is
available about you to others.

Blogs, Facebook, SNS, chat rooms,
websites, YouTube, Flickr, emails,
twitter, cell phones, Instagram, etc.

Cyber + Security

Digital life happens (hardware)

- Mobile phone
- Work computer
- Personal computer
- Tablets
- Smart watches
- Vehicles
- Internet of Things (IoT)
 - Amazon Echo
 - Google Home Hub
 - Apple HomePod
 - Facebook Portal
 - Nest thermostats
 - Light bulbs, cameras, speakers, outlets, sensors...



Online Activities

- Email
- Social Media
- Online accounts
 - Pay rent / mortgage
 - Banking, credit cards, store cards
 - Online retailers (Amazon, Zappos,...)
- Cloud accounts
 - Smart devices
 - Shared drives (Dropbox, Boxx, Google Drive,...)
 - Online gaming
- Frequent buyer programs
 - Grocery store
 - Clothing store
 - Restaurants
- Using a credit card (Target, Home Depot, skimmers)

